

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMK2064 – PRODUCT PLANNING AND MANAGEMENT

(All section / Groups)

6 MARCH 2019

2.30 p.m- 4.30 p.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (*excluding* the cover page) with 4 questions only.
2. Attempt all the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION ONE**

"If it happens that one of our divisions absolutely must use a scoring model, as you call it, I strongly prefer the one that we use at my company: Just get answers to four questions: Do customers care, Do we care, Can we do it, and Can we stay ahead if we do? What else could be more relevant? That list covers technical feasibility and commercial feasibility both, doesn't it?"

With respect to the above mentioned statement, prepare an example of scoring model for a particular new product concept which covers the factors that contribute to the technical and commercial operations in the firm. (25 marks)

QUESTION TWO

"One of our R&D people went to a new products management seminar and heard about a thing called the protocol. They told him it was the device whereby the overall manager of new products communicated to R&D exactly what was wanted from the technical group. He was really steamed- said no one could tell R&D what they should come up with, not in advance, anyway. He said R&D is responsible only to top management, not new products managers, so they don't have to promise anything or force to sign the protocol."

According to the above mentioned statement, convince the R&D people about the importance of product protocol in the process of new product development. (25 marks)

QUESTION THREE

"ABC's marketing people recently had some trouble with a new dishwasher detergent packaged in waxy cartons like those used for orange juice during introductory marketing. It was rejected by most of the parents who were afraid their children might think the cartons contained juice. Seems to me those errors were inexcusable. Shouldn't they have been discovered earlier, in product use test?"

Based on the above mentioned case, discuss the five most important and relevant decisions in product use test for ABC company to minimise the errors before the new product moves to the introduction stage. (25 marks)

Continued...

QUESTION FOUR

"You know, we recently had a soft drink product (an exotic berry seltzer line) go through one of those simulated test markets, and it was disaster. The new products people forgot completely about the possibility that the customers who bought the product in the shopping center pseudo stores might not actually get around to trying it. But it happened. Based on in-store purchases, everything was okay, but a good percentage of the purchasers changed their minds later; and, if they used the product at all, it was a limited trial by just one person."

Based on the above mentioned scenario, discuss how to conduct the simulated test market for the soft drink product (*an exotic berry seltzer line*) in pseudo stores and outline its advantages and disadvantages of the test. (25 marks)

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